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## Fall/Winter 2005

### Clean Up, Paint Up, Fix Up 2005

In honor of its 75th Anniversary, the Memphis City Beautiful Commission would like to congratulate its 2005 Clean Up, Paint Up, Fix Up winners. Neighborhood groups from each of the seven council districts were invited to participate in the event. The winners are:

#### District One

Springhill Community Civic Club Association

#### District Two

Keswick/Stornaway Neighborhood Association

#### District Three

Valleywood Neighborhood Assn.

#### District Four

Southside Joy Lane Community

#### District Five

Rhodes Hollywood Springdale Partnership

#### District Six

Allen Community Corporation

#### District Seven

New Chicago Dream Team

## Memphis City Beautiful Launches New Public Awareness Campaign

As part of our 75<sup>th</sup> Anniversary, Memphis City Beautiful (MCB) launched a new Public Awareness Campaign focusing on ridding the city of litter. **A Cleaner Memphis Starts With You** is designed to motivate people to act on an individual basis and to instill a sense of personal responsibility for helping to keep Memphis free of litter.

*"Solving the problem of litter in our city begins with each and every one of us individually.*

*Cigarette butts, fast food and candy wrappers are thrown out daily by people who feel they are not part of the problem. The time is now to change those bad behaviors!"*

*Eldra White, Executive Director,  
March, 2005*

The "metamorphosis" of behavioral change for Memphis citizens began with a press

conference where a modernized MCB butterfly logo and the new anti-litter media campaign were unveiled.

**A Cleaner Memphis Starts With You** media campaign was a phenomenal collaboration between MCB and Thompson & Company advertising agency. Three television spots, two radio spots and five print ads/billboards were produced. All design and concept work was done *pro bono*.

The print ads feature enlargements of actual litter that had been tossed on the Memphis city streets. These larger-than-life images allow each citizen to get up close and personal with trash, to **"see the problem"** more clearly, enabling them to evaluate their own actions.

TV spots concentrate on the "innocent", thoughtless actions of everyday citizens –

images of cigarette butts being stamped out on the city sidewalk, a bag blowing in the wind in a city park and trash being thrown out of a car choking city sewers.

The radio spots are humorous, one features an orchestra of pigs oinking to remind listeners that a little litter adds up. The other radio spot highlights the conversation of two homegirls on being UGLY, suggesting... *when your neighborhood looks ugly YOU look UGLY!*

The media campaign is designed to inspire concern and active participation by the citizens of Memphis... to be a part of the solution, not become part of the problem.

The mantra, **A Cleaner Memphis Starts With You** also serves as the driving theme for all City of Memphis and City Beautiful clean up programs and initiatives.



# Memphis City Beautiful Supports

Volume 1, Issue 1

On June 28th, Mayor Willie W. Herenton announced plans to address urban blight in several central city neighborhoods as part of a Citywide Clean Up Initiative. Through funds received from a Federal Community Development Block Grant, the Mayor has allocated \$2.5 million for this major clean up effort. Like many urban cities, Memphis has a significant number of neighborhoods where major improvement is needed. It is the Mayor's belief that in order to prosper, these areas of blight need to be transformed into vibrant

communities.

The initiative will take place over a six-month period and will depend on the collaboration of many City and County Divisions and Departments. These government entities will carry out the following responsibilities in three (3) phases:

- Demolition of hazardous properties
- Removal of trash and debris
- Mowing of overgrown lots
- Strategically located dumpsters for clean ups
- Code enforcement blitzes
- Communication education

Targeted areas include: college park, marterrace, etc



Caption describing picture or graphic.

*The mission of the Memphis City Beautiful Commission is to provide leadership in educating and involving Memphians toward beautification and environmental improvement*

## MEMPHIS CITY BEAUTIFUL COMMISSIONERS

Bethany Smith, Chair  
Greg Campbell, Vice Chair  
Shelley McKee, Secretary  
Jake Allen, Jr.  
Jo Boone-Wild  
Wade Chillis

## MEMPHIS CITY BEAUTIFUL HISTORIC MARKER

On June 17, 2005 the Tennessee Historical Commission approved a State historical marker for the Memphis City Beautiful Commission.

### TEXT AS APPROVED BY THE TENNESSEE HISTORICAL COMMISSION:

*"In 1930, Memphis City Beautiful became the nation's first urban beautification commission. Over three decades*

*"Clean Up. Paint Up, and Fix Up" campaigns won Memphis the "Cleanest City Award."*

*Memphis also won the Ernest T. Trigg trophy four times for being named the*

*"Nation's Cleanest City."*

The MCBC committee chaired by Barbara Jones did a phenomenal job researching and documenting our 75 years for submittal to the State. Other committee members

included: Annette Hunt, Janice Pettis, Trevor Thompson and Jo Boone-Wild.

The marker and a historical display documenting our first 75 years will be unveiled during a reception in the Memphis Room at the Main Library on Poplar later this fall.

The marker will be permanently located in Vance Park, overlooking Riverside Drive adjacent to the Riverbluff Walkway.

## FRIENDS OF CITY BEAUTIFUL, INC.

Friends of City Beautiful is the nonprofit fundraising organization that supports the Memphis City Beautiful Commission in achieving its goals and objectives. By donating to Friends of City Beautiful, Inc., you join other progressive individuals and organizations who care about our city, the environment and the kind of world we want to leave our children. If you are interested in being a Friend and would like more information, please call 522-1135.

The following friends are gratefully acknowledged for their generous gifts and thoughtful acts of kindness from September 30, 2004 to June 30, 2005.

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WASTE MANAGEMENT

## Great American Cleanup 2005

During the 2005 Keep America Beautiful Great American Cleanup (GAC), Memphis City Beautiful (MCB) recruited 33,343 volunteers that participated in 309 projects, contributing a total of 57,393 hours of service.

In honor of our 75th Anniversary, MCB reinvented the Clean Up, Paint Up, Fix Up campaign made popular in the 1960's. Over 1,047,000 printed pieces were distributed to schools and neighborhoods asking volunteers to show how **A Cleaner Memphis Starts With You!** Volunteers were asked to pledge to join the Great American Cleanup and to do whatever it takes to clean up!



Components of this campaign included:

### **STUDENT PLEDGE CARD**

80,000 elementary school students received a check list of environmental tasks to complete. The school turning in the most pledges was **Campus School**. For their efforts, the entire school won a performance by "Mr. Nick", the Environmental Magician!

As a part of the Redbirds STRIPES Contest, a special sports pledge was given to all

STRIPES middle school teams. The students could also participate in a creativity contest. **Georgian Hills Jr. High** won the creativity award. **Sherwood** and **Corry Middle Schools** along with **Georgian Hills Jr. High** won the STRIPES pledge card awards. Prizes included: Redbirds tickets and a feature on WREG Live at 9.

### **DISTRICT CLEAN UPS**

**Phase 1:** Commissioners invited neighborhood groups in each of the seven Council Districts to target a heavily littered site having a negative effect in that area. On April 30th, two hundred volunteers from Hands On Memphis, Students Helping In Needy

Environments (SHINE), AmeriCorps, Job Corps, and Top Teens joined City Beautiful Commissioners to clean up in six Council Districts.

**Phase 2:** Seven cash prizes of \$75 each were awarded to one winner in each City Council District that had completed a clean up. Thanks to Friends of City Beautiful, Inc. for providing the cash prizes.

The **GRAND PRIZE** of three \$50 Gift Certificates was awarded to **Rozelle-Annesdale Area Association** to recognize their project documentation.

Thanks to Home Depot, Farrell-Calhoun and Trees by Touliaos for their generous donations.

# DATES TO REMEMBER

To Be Determined

To Be Determined

Saturday, November 5, 2005

Tuesday, November 8, 2005

Thur. & Fri., November 24-25, 2005

Tuesday, December 6, 2005

Fri. & Mon., December 23-26, 2005

Monday, January 2, 2006

Deadline for Waste in Place Projects

Waste in Place Awards Ceremony

Household Hazardous Waste Drop-off Event

Memphis City Beautiful Commission Meeting

Memphis City Beautiful Office Closed

Memphis City Beautiful Commission Meeting

Memphis City Beautiful Office Closed

Memphis City Beautiful Office Closed



To report a littering motorist, call the **52 CLEAN (522-5326) Littering Motorist Hotline** with the license number, description of the vehicle, the date, time and type of litter along with the location of the incident.



Keep yard waste such as grass, leaves and branches out of the streets and storm drains. When large amounts of yard waste is put in the storm drain system or blown into the street and gutter, they can lead to flooding and water pollution. It is illegal to put yard waste into streets and storm drains. For more information, call 576-6851.



MAYOR WILLIE W. HERENTON

**Memphis City Beautiful Commission**  
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Memphis, TN 38105

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